

Facility to help tech firm compete

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Abstract: C3 is a designer and builder of sophisticated machines that mix off-the-shelf components like robotics with specialized software, mechanical and control subsystems.

Full text: APPLETON -- The name C3 Corp. has a clean technical crispness to it, and that's the way Bruce Backer likes it.

"We're very technology centric and generate a lot of high technology jobs," said Backer, president of C3, which broke ground today on its new \$1.8 million technology center at 3300 E. Venture Drive in the city's Northeast Business Park.

C3 is a designer and builder of sophisticated machines that mix off-the-shelf components like robotics with specialized software, mechanical and control subsystems. The company produces machines ranging in cost from \$150,000 to the low seven figures that improve reliability for its core of 20 customers while helping to reduce their costs for manufacturing.

Company officials were joined today by representatives from the state Department of Commerce at the site where crews from the Boldt Co. were underway with footings and foundations.

The state announced approval for the company's application for \$250,000 in tax credits under Wisconsin's Technology Zone Program.

The new 18,000-square-foot facility, which will be completed in August, will provide 7,200 square feet of office space and 10,800 square feet of manufacturing space.

C3 plans to build out the second floor within 18 months and provide room for up to 50 employees -- more than double the current roster of 22, Bacher said.

"For us, it's all about our team -- the people we've attracted and the people we hope to attract," he said.

Joe Van De Hey, the company founder, said the new building demonstrates how C3 has evolved dramatically from its start as a systems integrator 11 years ago.

"We're competing globally," he said.

It's not just competing with the guy down the road. Those guys are our friends."

That's true in a literal sense, said Backer.

He said C3 taps painters and metal fabrication shops in the Fox Cities as subcontractors.

The company changed its name to C3 from Control Concepts Corp. last August.

Backer said the business outlook is positive.

"We've seen substantial growth and we predict a very healthy future," he said.

A closer look

C3 Corp.

Where: 3116 N. Pointer Road, Appleton

Employees: 22

Product: Designers/builders of custom machines, automation equipment

Founded: 1994, as Control Concepts Corp.

On the Web: www.C3ingenuity.com

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